

How to Get 5 NEW Ideal Clients *by Raising Your Prices*

by Alison Haill



Introduction

One of the reasons that higher prices will help you to attract ideal clients is that people who purchase at a premium price are likely to be committed, keen to get results and therefore great to work with.

Another reason is that a higher price indicates quality. If you compare an item sold at £20 or \$20 with one at £2,500 or \$2,500, you will expect a big difference in quality.

Say you're thinking of buying a handbag. You'll expect the higher priced one to last longer, be better structured and finished. You'll expect to notice details that say 'quality' (stitching, lining, extra pockets, mirrors, touches that make it more practical or luxurious, perhaps some innovative features, more subtle colours and so on).

The same goes for services like consulting, coaching, training and so on.



Price has a voice

In the more expensive handbag scenario, the seller only needs four customers to take £10,000 in sales. Whereas the shop selling the cheaper item needs 500 customers.

Now relate this to the coaching or consulting scenario.

The higher priced service appears more up-market. It will also carry better features from long, wide or specialist experience – insights and approaches that a less specialist provider does not or cannot provide.

The cheaper providers cannot offer these because they need more clients at their lower price. They may be servicing too many clients. They may be rushing from one to the next. The quality of their service just cannot be as high.

Tip 1: Your price has a voice. When you undercharge, it says things like 'cheap', 'un-confident' 'average' 'inexperienced'.

Tip 2: Decide what you want your price to say.

Choose your price

When choosing the price for their service, most women entrepreneurs like coaches and consultants think in terms of “What will customers pay” or “What do others charge”.

They might also be thinking “I don’t want to price myself out of the market”, “I don’t want to seem greedy”. Or even “It’s more important to get some work coming in” and “It’s not all about the money”.

This thinking is not going to help you.

That’s not to say that I didn’t go down that route myself 27 years ago when I started my own consultancy business! However, since then I’ve learn innumerable lessons and changed my mindset about money and pricing.

You can start by doing research into what others charge – that’s not going to hurt – but you can also look at being a bit different so that you stand out.

Tip 1: You don’t have to charge the same as everyone else.

Tip 2: Don’t be too different or you run into other risks, like offering services your market doesn’t want.

First Class or Economy?

As I was told many years ago, there is always a cadre of people who want the best that money can buy.

People who will choose the platinum option, not the bronze or silver, who choose the VIP extras, not the basic.

There are always people in the First Class cabin!

Tip 1: Always have that VIP version on offer for those who want the best.



How to get your ideal clients

Clients buying services are paying for results, not the detail of how you get those results.

Yet - and I'm speaking here particularly to women running their own service-based business, although it's true for some men too - women selling an expert service are often too in love with (and fascinated by) what they do.

So they often make the mistake of describing in too much detail what's included, or their methods, instead of focusing on the results they create.

Tip 1: Develop true conviction about your results, approach and skills.

Tip 2: Don't give too much detail on your method. Focus on results instead.

When I started selling coaching I did what many of us are advised to do. I offered six sessions of 60 minutes each. After some time, many of us added a contracting session at the front end and a review at the end, so we sold 8 sessions. Back then we were even encouraged to offer a sample session (unpaid) up-front to show the value.

At that point we might have called it a 'package'. But we were still selling 6-8 one-hour sessions! Not much has changed: many are still charging by the hour like that.

Think about it. 'Coaching: 6-8 sessions'. 'Consultancy: 20 days'. How uninspiring - however expert the coach or consultant. Training promises learning outcomes but what about mentioning **results** from the learning? The exciting piece is the outcome, the results, the transformation.

Tip 3: Describe your package so it is inspiring for your ideal clients.

Many service-based entrepreneurs – especially women - are unsure on pricing, afraid of rejection and believe money-isn't-the-be-all-and-end-all. They are quick to under-charge or offer a discount - for fear of losing the sale.

The answer? Don't do it alone - get some help.

Tip 4: Invest in working with someone who is confident on pricing and will give you a steer on what to charge. Someone who will help you to **back your higher price with solid value, business sense, confidence and new money beliefs.**

Tip 5: Discover your own 'secret sauce' – that blend of your personality, talents and career history – so you embody a new level of confidence. You'll charge what you are worth and find clients very willing to pay your new rates.

Of course, you could follow all these tips on your own, which is perfectly fine.

Use the ideas here, create your system, work on your confidence, review your niche and sales process, and let me know how you go. I'll be delighted to know you found this information helpful.

Or you can work with me – because this is what I provide for the coaches and consultants who join my programmes.

Tried and tested pathway

If you'd like to work with me and share my proven system for women coaches, trainers and consultants, do contact me for a free **Charge What You're Worth Call** - it's a totally unpushy chat - and I'll see how I can help you.

My group programme is called **Charge What You're Worth®** and in it I've distilled my experience, plus the practical strategies and insights I've gained over 27 years of running my own businesses, attending courses and working with others more advanced than me.

This is the system that took my own business from feast-and-famine to sustainable, profitable and resilient, the one I use today to attract my ideal clients.

I have a new cohort starting soon and, if you're a fit, I'd be delighted to invite you to join us. **Just book a chat here:**
<https://calendly.com/alison-haill>

If nothing suits your diary, email me direct and we'll find a time alison@alisonhaill.com

Read on, to see the results my clients gain on the programme...



Read what clients say

“ The investment I made in your programme has been repaid 4 or 5 times, and I'm only half-way through, in the successes I've had already as a result of changing my pricing strategy, being able to attain and get new clients, put together new products that I'm now selling into new sectors. So for me it's been phenomenal. In fact, it's been the best development I've done - second only to my masters - and I'm only cross I didn't do it before. ”

Grainne, Executive Coach & Strategic HR Consultant

“ The programme has made a real difference to me and my business. I'm much much braver. I've changed my mindset and my beliefs about myself and the impact of my coaching, also increased my prices, alongside a belief and knowledge that the client is getting good deal. No more apology about the fee, but language that shows my confidence about the output, and certainty about the benefits of the investment so clients view it as a no-brainer.

If you are considering signing up to work with Alison, my advice is “Sign up. And lean in, because the return is wide and far reaching – and exciting. ”

Lucy, Leadership & Team Coach

“ Just had an amazing call with Alison, my business coach, on pricing for C-level clients. I've now got a new pricing structure that reflects my real experience and my value to clients. ”

Fiona, Executive Coach

“ My confidence and belief in the value I bring to clients is increased. I'm more confident with proposals and pricing too. I say “no” to work I don't want to do but would have said “yes” to in the past. I took the lead with clients and my team in switching us from in-person training to online delivery before most of our competitors. I feel so much more prepared for pricing conversations with clients now so I manage them better and have better results. I couldn't have achieved all this without being part of Alison's coaching group. ”

Eileen, Trainer and Coach, CEO of Work In English, Germany

“ I am really delighted that I joined Alison Haill's 'Charge What You're Worth And Get It' programme last year. The results have been amazing in terms of my business income, improvements to my offers and business insights. ”

Carolyn, Professional Development Coach & ELT Consultant

Alison Haill

Specialist Business Coach



Business Coach and Specialist in Leadership Communication, Alison Haill works with high-achieving CEOs and senior leaders in large organisations, SMEs and the entrepreneurial sector.

Her vision is to empower and equip each one to create their own style of leadership, so they can strongly contribute, build thriving sustainable business and create the life they want.

Author of 'Coach Your Team Into Superstars' Alison is a true believer in the power of coaching and a qualified coach with 20 years' wide-ranging experience in the UK and abroad.

Founder of Oxford Professional Consulting in 1998 she has experienced the entrepreneurial challenges that many small expertise-based businesses know well.

Now using new strategies, techniques, mindset and pricing solutions, which she has tested herself and with clients, she has turned the situation around for good and helps others to do the same.

These solutions form the core of her signature programmes for business owners in expertise-based businesses. They are designed for committed high-achieving women coaches and consultants who are passionate about their work yet ambitious for real financial success too – **and who know they will do it faster with a coach who's been there and done it herself.**